



KNXV

ORDER

Print Date 10/23/12 Page 1 of 3

Flight Dates 10/24/12-11/06/12

<u>Contract / Revision</u>	<u>315662</u>	/	Vernon Parker for Congress AZ-09	<u>Order Sep</u>	00:13:00
<u>Original Date / Revision</u>	10/23/12	10/23/12	<u>Agency Com</u> 15%	<u>Estimate #</u>	
			<u>Billing Contact</u>	<u>Alt Order #</u>	
<u>Advertiser</u>	Parker / Republican / Congre			<u>Billing Type</u>	Cash
			5 Mapleton Road Suite 300 Princeton, NJ 08540	<u>Order Type</u>	GENERAL
<u>Agency</u>	Jamestown Associates			<u>Billing Cycle</u>	EOM/EOC
<u>Buying Contact</u>			<u>Billing Calendar</u>	BROADCAST	
5 Mapleton Road Suite 300 Princeton, NJ 08540			<u>Demographic</u>	A25-54	
			<u>Rev Codes</u>	POL	POL CAND
			<u>Product Codes</u>	PL	
			<u>Sales Office</u>	EWSDC	
			<u>Sales Region</u>	NAT	
			<u>Agency Ref</u>	Priority	P-1
				<u>Advertiser Ref</u>	

Primary Account Executive

Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		
Tanya Winscott	%		

Order Share 15% Market Value 153666

Competing Station	% of Order	Amount
CABLE	%	0
KASW	%	0
KDRX	%	0
KPHO	20%	30733
KPNX	32%	49173
KPPX	%	0
KSAZ	16%	24586
KTVK	17%	26123
KTVW	%	0
KUSK	%	0
KUTP	%	0
UNKWN	%	0

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	8	\$5,100.00	\$6,000.00	0.00	10/01/12	10/28/12	8	\$5,100.00	\$6,000.00
November 2012	22	\$14,492.50	\$17,050.00	0.00	10/29/12	11/06/12	22	\$14,492.50	\$17,050.00
Totals	30	\$19,592.50	\$23,050.00	0.00					

Billing Plan

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals		
														Spots	Amount	
1	KNXV	10/24/12	10/26/12	M-F 7-9am M-F 7-9am	CM	7am-9am	-- WTF--	:30	2	\$350.00	P-2	0.00	NM		2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/22/12	10/28/12	-- WTF--		2	\$350.00			0.00						
2	KNXV	10/29/12	11/02/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MTWTF--	:30	4	\$350.00	P-2	0.00	NM		4	\$1,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>				
		Week: 10/29/12	11/04/12	MTWTF--		4	\$350.00			0.00						



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Contract / Revision **315662** Flight Dates **10/24/12-11/06/12**

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:13:00

Advertiser **Parker / Republican / Cong** Product **Vernon Parker for Congress** Estimate #

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	<u>Totals</u>	
														Spots	Amount
3	KNXV	11/05/12	11/06/12	M-F 7-9am M-F 7-9am	CM	7am-9am	MT-----	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	MT-----		3	\$350.00			0.00					
4	KNXV	10/24/12	10/26/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	--WTF--	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		2	\$900.00			0.00					
5	KNXV	10/29/12	11/02/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	MTWTF--	:30	3	\$900.00	P-2	0.00	NM	3	\$2,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		3	\$900.00			0.00					
6	KNXV	11/05/12	11/05/12	M-F 5pm-530pm M-F 5pm-530pm	CM	5pm-530pm	M-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1	\$900.00			0.00					
7	KNXV	10/24/12	10/26/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	--WTF--	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		2	\$900.00			0.00					
8	KNXV	10/29/12	11/02/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	MTWTF--	:30	4	\$900.00	P-2	0.00	NM	4	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		4	\$900.00			0.00					
9	KNXV	11/05/12	11/05/12	M-F 6pm-630pm M-F 6pm-630pm	CM	6pm-630pm	M-----	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1	\$900.00			0.00					
10	KNXV	10/24/12	10/26/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	--WTF--	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	--WTF--		1	\$1,200.00			0.00					
11	KNXV	10/29/12	11/02/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	MTWTF--	:30	3	\$1,200.00	P-2	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	MTWTF--		3	\$1,200.00			0.00					
12	KNXV	11/05/12	11/05/12	M-F 10-1035pm 10pm News	CM	10pm-1035pm	M-----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/05/12	11/11/12	M-----		1	\$1,200.00			0.00					
13	KNXV	10/28/12	10/28/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1	\$500.00			0.00					
14	KNXV	11/04/12	11/04/12	Su 5pm News SU 5pm-530pm News	CM	5pm-530pm	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1	\$500.00			0.00					
15	KNXV	11/04/12	11/04/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1	\$1,200.00			0.00					



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														Spots	Amount
15	KNXV	11/04/12	11/04/12	SU 10-1035pm 10pm News	CM	10pm-1035pm	-----S	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1	\$1,200.00			0.00					

*Tax 1 Note: Tax 0.5%.

Totals 30 \$23,050.00